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Inside Information

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PRODUCTION SECTION
CURRENT SERIAL RECORDS

INSIDE THIS "INSIDE"

	Page
Extension Service to implement publications cost recovery plan.....	1
Foreign Agricultural Service publications cost recovery plan set.....	2
No free copies of "Chronological Landmarks in Agriculture" available.....	2
Computerized economic/statistical information added to Dialcom system.....	2
Kansas State University expanding use of teleconferencing.....	3
State ag department information officers help at NASDA convention.....	3
Presidential news conference "star," McClendon, to address NAGC meeting.....	4
One-day cable television seminar for information types set for Baltimore.....	4
Computer student enrollment is up, ag student enrollment down in Iowa.....	4

EXTENSION PUBLICATIONS PLAN IMPLEMENTED

Publications cost recovery procedures ("user fees"), to be implemented by USDA's Extension Service beginning around Oct. 1, are expected to significantly alter publishing programs throughout the USDA-land grant university cooperative extension system.

Key points of the plan, approved within the Office of the Secretary, were spelled out in an electronic memorandum from USDA Extension Service Administrator Mary Nell Greenwood to all state Extension directors and administrators of 1890 institutions.

Free publication orders (including bulk) from state Extension Services will no longer be filled by USDA's Extension Service. USDA will not collect fees for publications that individuals or state Extension Services request from inventory.

To assure that Extension Service and other USDA agency publications used in state and county extension programs are made available to cooperative Extension Services at minimum cost, USDA will expand the present cost-share printing program whereby states ride the publishing order for publications and share in the printing costs.

USDA's Extension Service will query states before printing and follow the present procedures for distribution and billing.

Alternative methods, such as making negatives and/or camera-ready copy of publications available to states to print and making information and data available to states through computer programs, will continue to be expanded by the USDA Extension Service as part of an on-going program of cost recovery and cost savings.

For assistance or further information contact Patricia Loudon, manager of popular publications, or Nancy Sowers, head of distribution and inquiries, Information & Communications Staff, Extension Service, U.S. Department of Agriculture, Washington, DC 20250. Loudon can be reached on Dialcom electronic mail--AGS096--or telephone (202) 447-6133, and Sowers can be reached on Dialcom electronic mail--AGS095--or telephone (202)447-4111.

FAS COST RECOVERY PLAN GOES INTO EFFECT

USDA's Foreign Agricultural Service will put into effect a cost recovery fee for all of its commodity circulars beginning Oct. 1.

FAS will provide in bulk a minimal number of copies of each publication free to any agency requesting them, for distribution by the agency.

Requests should be sent to the Information Services Staff, Room 5918-S, Information Division, Foreign Agricultural Service, U.S. Department of Agriculture, Washington, DC 20250, or call (202) 447-7937.

If more than the minimum number is desired, arrangements must be made to ride the FAS printing order. For information, contact the Production, Distribution and Budget Staff, Room 5916-S, or call (202) 382-9330.

NO FREE AGRICULTURE HISTORY COPIES LEFT

Item in the Sept. 7 issue of INSIDE INFORMATION (page 3, "Request for History Help Draws Response") said anyone interested in getting a copy of "Chronological Landmarks in American Agriculture" should contact Ben Blankenship, director of Economics Management Information Staff in USDA.

Well, Blankenship says his office no longer has any copies of the report, and no other office in the Economic Research Service has any copies of the report.

However, copies can be ordered--\$4 microfiche and \$12 paper copy--from the National Technical Information Service, 5285 Port Royal Road, Springfield, VA 22161, or call (703) 487-4650. Ask for No. PB 296092.

"COIN" ADDED TO ELECTRONIC INFO SERVICE

Extension Service's "Computerized Outlook Information Network (COIN)" is being added to the electronic information exchange and dissemination system provided by Dialcom Incorporated for USDA and the land grant universities.

COIN has been available for a number of years through the CMN network operated by Virginia Tech. The information will be run on both systems for a period of time during the transition, according to Buel Lanpher, USDA Extension Service farm management program leader.

The COIN electronic information service includes various economic and statistical reports issued by USDA's Statistical Reporting Service, Foreign Agricultural Service, World Agricultural Outlook Board and other agencies.

Many of the reports are available on the COIN system just a few minutes after the official 3 p.m. (ET) release--some of the longer reports may take a while longer.

Nearly 40 reports per month are released through COIN, ranging from FAS' weekly roundup of world production and trade and SRS' weekly national weather and crop report to many monthly reports.

The monthly crop production report is segmented for easy retrieval; same thing for the cattle on feed, agricultural supply and demand estimates and agricultural prices received reports.

Plans are to provide access to the COIN reports directly or through the "USDA ONLINE" electronic news service provided by USDA's Office of Governmental & Public Affairs, to allow users of the electronic mail and information dissemination system the greatest degree of flexibility.

For addition information about COIN, contact Buel Lanpher via electronic mail (Dialcom: AGS072 B.Lanpher) or call (202) 447-7165.

KANSAS EXPANDS USE OF TELECONFERENCING

Kansas State University is beginning to use the teleconferencing medium more to contact county Extension Service agents, area Extension Service specialists and branch Agricultural Experiment State staffs, as well as external audiences.

According to Gary Vacin, KSU Extension information head, the use of the medium follows KSU staff exposure to the national audio teleconference conducted by the Agricultural Communicators in Education last July during the national convention at Biloxi, Miss.

Later in July, after Kansas Governor Carlin asked that all state agencies cut their budgets by 4 percent because of a revenue shortfall, KSU President Acker addressed the faculty to reveal the costs at the university.

Arrangements were made for the president's speech to be carried on the regents' continuing education telenet network to 34 locations across the state, giving the county, area and station employees an opportunity to get the word at the same time as the campus-based faculty.

On October 4, KSU is planning an Extension agricultural marketing and management teleconference over the same network, Vacin says. The program will be transmitted to about 30 locations across Kansas.

Coffee and donuts will be served at 7 a.m. at each location. From 7:30 to 8:30 a.m., a panel of K-State economists will discuss the outlook and marketing/management implications for livestock and grain.

Their presentations will be supported by 35mm color slides and summaries of the presentations will be given to farmers attending at all locations.

Time will be provided for questions from the audience. A packet of promotion items has been sent to county Extension Service agents for their use in promoting the event locally.

"This will be our first effort at a statewide teleconference for an external audience," Vacin says, "and we are excited about the possibilities."

NASDA COVERAGE QUOTES COSDA MEMBERS

Wire service stories out of Des Moines, Iowa, last week about the annual convention of the National Association of State Departments of Agriculture occasionally carried quotes from Communication Officers of State Departments of Agriculture.

Some of the state agricultural agency information officers were on hand at the NASDA conclave to assist with media coverage for their bosses.

One rather lengthy piece by United Press International dwelt heavily on the "barrage of complimentary Iowa products donated from no less than 65 agricultural groups based in the state."

Both Wayne Messerly, information officer for the Iowa Department of Agriculture, and Janet Christensen, information officer for the Massachusetts Department of Agriculture (and 1980-81 president of COSDA), explained the advantages of the hospitality shown by the host state groups.

Messerly pointed out that a friendly competition exists among the host states in providing hospitality and which allows a good glimpse of what their states have to offer.

Christensen said the organization needs the cooperation from other groups because there's not a whole lot in state budgets. "You couldn't do this unless others help out," she was quoted as saying.

It has become customary for COSDA members from other states to help the host state's information officer with annual NASDA convention publicity.

McCLENDON TO ADDRESS NAGC CONFERENCE

Sarah McClendon, the septuagenarian newspaperwoman whose queries at many presidential news conferences have both shocked, amused and delighted audiences from the days of President Harry Truman to Ronald Reagan, will address the annual convention of the National Association of Government Communicators.

She will be the guest speaker at the NAGC banquet, Nov. 19, to be held at the Shoreham Hotel in Washington, D.C.

According to Linda Busetti of NAGC headquarters, additional information about the annual 3-day conference will be in the mail to members shortly. Any one with questions can call Busetti at (703) 768-4546.

CABLE TELEVISION SEMINAR SCHEDULED

Communications Research Associates, Inc., will sponsor a cable television seminar in Baltimore, Md., on Oct. 6 for public affairs and public relations folks.

The special one-day seminar, entitled "Using Cable TV: The Next Revolution in Public Information," will be held at the Hyatt Regency Hotel at Baltimore's Inner Harbor.

The seminar is for practitioners who need to know the many new applications of cable TV for the benefit of their public, private and nonprivate organizations, according to Ray Hiebert of CRA. Registration fee is \$235.

For further information, contact Hiebert at (301) 927-3998. His address is Communications Research Associates, 7100 Baltimore Blvd., Suite 500, College Park, MD 20740.

COMPUTER STUDENTS UP, AG STUDENTS DOWN

Iowa State University reports that a 42 percent increase in computer science registration this fall has fueled a record enrollment of nearly 25,000 students.

On the other hand, enrollment in agricultural courses showed the largest decline.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 402-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.